Sidney Smith,

Canada's

new spokesman

BY BLAIR FRASER

COVER BY PETER WHALLEY

Our malignant god: publicity-by Lionel Shapiro

HOW THOUSANDS OF HOUSEWIVES ARE GOING BACK TO WORK

MACLEAN'S

NOVEMBER 8 1857 CANADA'S NATIONAL MAGAZINE 15 CENTS

















- The young successor Duclesses is grooming - Experts ask why works unkind to your kids



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GREY CUP SPREE It's a \$2-million buying bills





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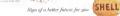
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BY BLAIR FRASER



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By Eric Hatton

By Eric Hutton
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Maving a career mother means now borns drill for her family









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BY KLAUS E. NEUMANN





PERSON HOLDER -



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By Darothy Tapley PRESIDENCE IN LINET LINEOU



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MACHINE WASHING STYLOPES & CHIL



The private world of the motorcyclist

Some people say he's only indulging a harmless fad. To others his flashy gear and black jacket spell boodlam. On his thundering

jacket spell booffum. On his thendering machine he finds a sense of gover his youth deries him and the imagined glory of a folktale hero ly John Clare











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MATERIAL MAGAZINE, MOVEMBER 9



David Thompson's lonely crusade toopen the west







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A MACLEAN'S FLASHBACK By Frunk Cooft

With Bible and sextant he ranged the wilderness and charted half of Canada. He was one of the greatest map suskers who ever lived, but he died in poverty, quarsed by the nation he helmed create.

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CATERPILLAR





Are 'Shopping Centres' really new?

Remember the general store? In many ways it was a shopping centre. It carried an amazing variety of goods—groceries, dry goods, hardware—practically everything under the sun. But, our tastes and shopping habits have changed since folks bought dress material in the general store. Today's shopping centre, with its variety of shops and stores, bears little resemblance to the one in the libstration.

The automobile and the rubber that it moves upon have played an important part in the evolution of our present shopping habits. Today's shopping centres depend for their very existence on the countless fleets of trucks that deliver the goods and the millions of cars that carry the shoppers—and these, in turn, owe much of their efficiency to the superiority of synthetic rubber.

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